

ODDEST HOTEL IN AMERICA.

Planned by a Club
in Which Women
Have Equal Rights.

MEMBERS MUST
BE PATRIOTS.

It Is to Be the Most Swell
Nostelry at Long
Branch and Very
Exclusive.

A hotel that will be conducted in a manner and on principles different from any hotel in the United States, or the world, for that matter, is to be established at Long Branch.

It is to be built and owned by a club in which women have an equal voice with men in all matters. To be eligible to membership must be firm believers in American institutions and in the perpetuation of American institutions. While the hotel will be open to transient non-club members any undesirable guest, no matter of what degree of eminence, will be promptly refused accommodations.

The social standing of a member must be unimpeachable. There will be no deviation from this rule, for those who are applicants may be a modern Croesus, if he cannot pass muster on the score of good standing and reputation, his chances for club membership will be absolutely nil.

The formation of the club is the result of a recent meeting of gentlemen recognizing the lack of up-to-date accommodations at many of the most favored summer resorts on the Atlantic coast, which are easily accessible from New York and Philadelphia.

The corporate name of the club will be "The Hotel Club of Elberon." The project is to build a colossal fire-proof hotel of brick and iron at Elberon, the fashionable Long Branch suburb.

A unique fact regarding the hotel is that it will be the only hotel in the United States where unwelcome guests can legally and politely be refused entertainment. It is promised, also, that it will be more liberal in its appointments than any hotel yet built in this or any other country.

The architect is J. A. Wood, of this city, who built the great hotel at Tampa Bay, Fla. The club has given Mr. Wood carte blanche, and the plans are in course of preparation. Thirty acres of land, with nearly half a mile of ocean frontage and beach, constitute the grounds.

The estimated cost for the building of the hotel will be \$1,400,000. The club has given Mr. Wood carte blanche, and the plans are in course of preparation. Thirty acres of land, with nearly half a mile of ocean frontage and beach, constitute the grounds.

than \$7,000 worth of stock and bonds together, not less than \$1,000 worth. The doors of the hotel will not be closed against transient tourists or those who are not members of the club, but such guests will be compelled to pay prices slightly higher than those charged to the club members, and, inasmuch as the hotel will be the property of the hotel club, undesirable transients or tourists, however wealthy they may be, will be refused admittance.

Among those whose summer homes are located at Elberon and who are more or less interested in the scheme of the Hotel Club of Elberon are: General T. T. Robert, Victor Newcomb, George M. Pullman, Horace White, Christopher Roberts, Mark Hoyt, Van Horne Stuyvesant, General Horace Porter, C. T. Cook, Robert Barbour, L. B. Brown, Jacob Rothschild, J. V. Brokaw, W. W. Brokaw, Hon. Joseph J. O'Donoghue, E. A. Price, Nathan Straus, George V. Curtis, J. W. Curtis, Mrs. Lucy Curtis, Dean Hoffman, W. M. V. Hoffman, M. Walter, Frank Dennis, ex-Mayor Miller, of Philadelphia; Robert Maclay, John A. McCall and many others well-known in New York business and social circles.

The site of the hotel lies between the ocean and Ocean avenue, and has a frontage of 2,000 feet on each. At one end is a large stream of water, which can be utilized for house and lawn purposes.

The grounds will be laid out with roads, walks, artificial lakes, crocks, islands and bridges. There will also be lawns and shrubbery. On the islands will be flower gardens and greenhouses. There will be more than a mile of driveway, the only drive on the beach. No stables, laundry or servants' quarters will be on the premises.

The hotel will have accommodations for 800 guests. Two-thirds of the sleeping rooms will front on the ocean, the others on Ocean avenue. There will be no back or inside rooms. The plans show spacious piazzas fronting on the sea on the east and Ocean avenue on the west. The grounds will be large enough to liberally accommodate all the guests of the hotel. It will occupy the centre of the building opening toward Ocean avenue on the west piazza and also to the sea on the east. In it will be two large fountains, similar to those found in Pompeian houses, and around it will be a gallery at the second floor.

The dining-room will exceed in grandeur and comfort that of the Tampa Bay hotel. There will be no equal on this coast. There will also be a breakfast room, several family dining rooms and a handsome ball room, where the club's orchestra will play nightly during the season. The parlors will be reserved for conversation. A full and complete library will be a special feature of the hotel.

The health and comfort of the guests have been considered in every particular. The sleeping rooms will be lighted and warmed by electricity. They will be arranged in suits of from two to six or eight, with private halls and baths. The hotel will be kept open from May 1 to the first Monday in November, as well as a portion of the time during the winter. The property will be vested in the names of the club trustees, who must be persons of ample means and high social position. Club members must be in full sympathy with American institutions and traditions, and desirous of their perpetuation. The management of the property and the club is to be controlled by a Board of Directors, five in number, of both sexes, elected annually, one of whom is to be chosen president.

Full provision has been made against bad debts for the protection of the club members as none of the officers or directors will have authority to create a debt of more than 10 per cent on the par value of the paid up stock without an affirmative vote of four-fifths of the stockholders. The total length of the hotel, including the dining room, will be 1,223 feet. The dining room is to be 130 feet wide by 160 feet long, and the guests will be able to stand in the centre of the room and gaze into a dome the apex of which will be 100 feet from the ground.

One-half of the property is to be represented by full paid stock and the other half by 7 per cent bonds, to be sold only at par. A stock and bond holder of \$1,000 in equal sums may be elected a member of the club, but possession of stock and bonds does not necessarily entitle the holder to membership, although it does entitle him to the payment of interest and dividends. There will be no annual dues required from members, and the hotel charges will be so regulated that members will receive annually 7 per cent interest on their bonds and 7 per cent dividends on their stock. The estimated annual net earnings of the hotel are \$130,000, or nearly 10 per cent on the entire capital. This will, after paying all the fixed charges, provide a sinking fund for the retirement of the bonds after twelve years at 100, which privilege the trustees retain.

In speaking of the general plan of the club, Mrs. H. A. Archer, of No. 836 Fifth avenue, said: "I am much interested in the project. Myrna Teller, treasurer of the Rorer & Tremper Steamboat Company, at Rondout, N. Y., said: 'I heartily concur in the plan of the club, as I think it fills the bill in every particular. It is something that

the refined people of New York and vicinity have long wanted.' The Hotel Club plan is to provide the very best that experience and skill can produce for the compensation charge, which, to members, will be less than the ordinary charges at first-class hotels. The membership and patronage will consist mainly of American families and such others as are in harmony with American customs and usages.

lors will be reserved for conversation. A full and complete library will be a special feature of the hotel.

The health and comfort of the guests have been considered in every particular. The sleeping rooms will be lighted and warmed by electricity. They will be arranged in suits of from two to six or eight, with private halls and baths. The hotel will be kept open from May 1 to the first Monday in November, as well as a portion of the time during the winter. The property will be vested in the names of the club trustees, who must be persons of ample means and high social position. Club members must be in full sympathy with American institutions and traditions, and desirous of their perpetuation. The management of the property and the club is to be controlled by a Board of Directors, five in number, of both sexes, elected annually, one of whom is to be chosen president.

Full provision has been made against bad debts for the protection of the club members as none of the officers or directors will have authority to create a debt of more than 10 per cent on the par value of the paid up stock without an affirmative vote of four-fifths of the stockholders. The total length of the hotel, including the dining room, will be 1,223 feet. The dining room is to be 130 feet wide by 160 feet long, and the guests will be able to stand in the centre of the room and gaze into a dome the apex of which will be 100 feet from the ground.

One-half of the property is to be represented by full paid stock and the other half by 7 per cent bonds, to be sold only at par. A stock and bond holder of \$1,000 in equal sums may be elected a member of the club, but possession of stock and bonds does not necessarily entitle the holder to membership, although it does entitle him to the payment of interest and dividends. There will be no annual dues required from members, and the hotel charges will be so regulated that members will receive annually 7 per cent interest on their bonds and 7 per cent dividends on their stock. The estimated annual net earnings of the hotel are \$130,000, or nearly 10 per cent on the entire capital. This will, after paying all the fixed charges, provide a sinking fund for the retirement of the bonds after twelve years at 100, which privilege the trustees retain.

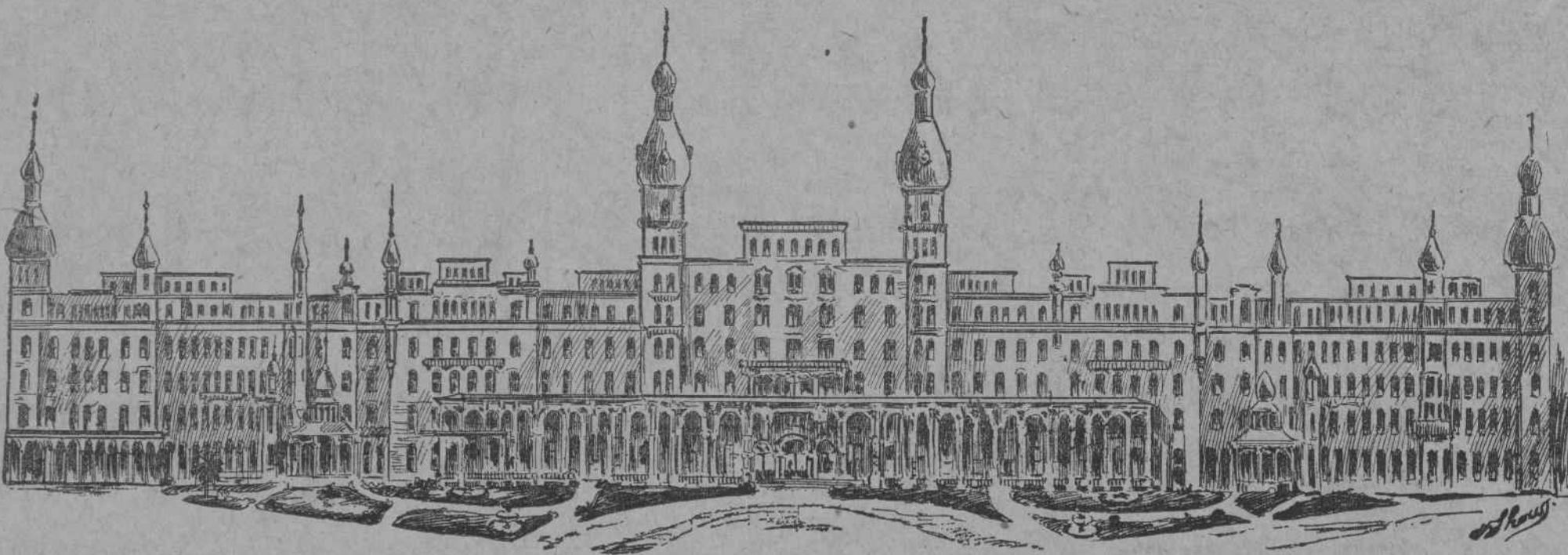
In speaking of the general plan of the club, Mrs. H. A. Archer, of No. 836 Fifth avenue, said: "I am much interested in the project. Myrna Teller, treasurer of the Rorer & Tremper Steamboat Company, at Rondout, N. Y., said: 'I heartily concur in the plan of the club, as I think it fills the bill in every particular. It is something that

the refined people of New York and vicinity have long wanted.' The Hotel Club plan is to provide the very best that experience and skill can produce for the compensation charge, which, to members, will be less than the ordinary charges at first-class hotels. The membership and patronage will consist mainly of American families and such others as are in harmony with American customs and usages.

lors will be reserved for conversation. A full and complete library will be a special feature of the hotel.

The health and comfort of the guests have been considered in every particular. The sleeping rooms will be lighted and warmed by electricity. They will be arranged in suits of from two to six or eight, with private halls and baths. The hotel will be kept open from May 1 to the first Monday in November, as well as a portion of the time during the winter. The property will be vested in the names of the club trustees, who must be persons of ample means and high social position. Club members must be in full sympathy with American institutions and traditions, and desirous of their perpetuation. The management of the property and the club is to be controlled by a Board of Directors, five in number, of both sexes, elected annually, one of whom is to be chosen president.

Unique New Club-Hotel to Be Built at Long Branch.



BRAIN BUILDING.

Interesting Experiments Which Dr. Elmer Gates Has Made in Training Pet Dogs.

Dr. Elmer Gates, of Washington and Philadelphia, has for twenty years been experimenting in what he is pleased to call "brain building in dogs." He has made considerable progress in this particular branch of physiological research, especially in developing a sense of color in his canine pupils.

This is done by an appeal to the animal's appetite, which is the secret of the training of birds, and most animals. The power of reward being stronger than a fear of punishment, Dr. Gates places five red pans and five green pans inverted on the floor.

Under the green pans there is food. There is nothing under the red pans. The ignorant puppy overturns all the pans in search of food. As he grows up, he learns that there is food beneath the green, and he ignores the red pans.

When the dog's education is completed in this respect, he is chloroformed and put to death, and his brain being dissected, the "color centre" will be found to have unusually developed—that is, the number of cells in the color centre will have been increased, as well as specially developed.

Dr. Gates thus argues that the brain structure of man or beast can be built up by developing and multiplying the cells in the centre of any of the senses, in much the same manner as the baker kneads his dough.

FORTUNES IN FENCES.

They Come High for Advertising Purposes and Represent More Than \$1,500,000 in Capital.

There are fortunes in New York fences. The acreage of advertising space on blank fences and billboards in this city is larger than the ground used as sites for all the churches or all the theatres in the city. If the miles of signs along New York's busy thoroughfares could be spread out together they would completely cover the entire lower end of Manhattan Island from the Battery nearly to Fourteenth street.

The rental of this perpendicular property is rather larger in the aggregate than that of many fair-sized villages throughout the country. And much of it comes much higher by the square foot than real estate in the city limits of Brooklyn, Boston or Philadelphia. Advertising space commands a higher rental than any space used for similar purposes anywhere in the world.

These remarkable signs have, however, a greatly exaggerated value in Gotham. Most advertising men agree that the rates charged are more or less fantastic. This is due to the fact that advertising in America is carried on on a much larger scale than any country in the world, and New York is the centre of such interests.

Soon after the demolition of the Metropolitan Hotel, at Broadway and Prince street, it was learned the representative of a large bill-posting concern called on R. V. Harrett & Co., agents for the property, and asked the price of the privilege of erecting a fence thereon, the space being about 300 feet on Broadway by 200 on Prince street. After some consideration the real estate man announced that \$8,000 would about fill the bill, provided, of course, the advertising men put up their own fence. This was a trifle too high for the would-be lessees, and a compromise was finally effected for \$5,000 per annum.

Another cheap little piece of advertising space marks the site of the old Herald building, at Broadway and Ann street. This only cost the advertising men \$3,000 a year, and they had to do a lot of arguing to get it at that price. The man who owns the property at Broadway and Thirty-sixth street was also enabled to rent his fence at an astonishing figure. The ninety feet of running space controlled does not bring bankruptcy, by any means—only \$1,000 a

year. Still another producer of unearned increment is a board partition at Broadway and Bleecker street, comprising an area of 100 running feet. Any one wishing to outdo the present lessees for the privilege of decorating the same will have to pay the present rate of \$1,500. A prominent advertising space owner said:

"It is impossible to estimate either the amount of capital invested or the space occupied in the business of bill-posting. Take one firm, for instance. The largest firm of bill-board advertisers controls 100,000 feet of fence alone, not counting blind walls and bill-boards. Of these latter there are probably 10,000 in the city of a uniform size of 753½ feet. These, however, are devoted to theatrical posters, and, after their erection, cost practically nothing, complimentary tickets paying for the space they occupy in front of saloons, cigar stores and other prominent places. The capital tied up in the business is fully \$1,500,000 at the lowest figure."

"Who the greatest advertisers are depends upon the season of the year. In the winter the theatres do the greater part; in spring the patent medicines and circus men run neck-and-neck. Like the poor, the tobacco men and various 'food' concerns are always with us."

THE STREET CAR EYE.

Here is a Nervous Affection of the Eyes Which Oculists Say is Becoming Common.

One of the commonest nervous affections of the eye is produced by continuous riding in street cars. That is what the oculists say.

The street cars run their seats lengthwise, and therein lies the difficulty. Some day as you are riding down town watch the movement of the eyes of the man across from you. He is gazing out of the window, possibly reading the signs of the business houses just to kill time. First his eyes glance ahead of the car, fall on the sign, and as the car passes by his eyes turn back. Then they shoot ahead again.

Sometimes this constant shifting of the eye up and down the street is very rapid, as a passenger watches the people on the sidewalk. In half an hour's ride his eyes will have twitched back and forth with a continuity that brings on fatigue. But he keeps it up to the end of the ride, and later in the afternoon wonders why his eyes are tired and why they water.

At Vantine's.



Silks and Cotton Fabrics at cost is Vantine's way of advertising their Silk Department and the other departments of their store.

Cost prices mean: First cost of the goods, with freight, duty and handling added; nothing added for profit.

Among our offerings for this week are

100 PIECES
LYONS PRINTED
JAP SILKS,
printed in the latest Parisian patterns; for sale at cost.

Our line of
WHITE JAP SILKS
is the largest in the city; sizes range from 23 in. to 36 in. wide; in ten different grades; for sale at cost.

6,500 YDS.
MOUCHA BROCADE
SILK,
with gold thread embroidery; all the leading decorative colors; for sale at cost.

1,750 YDS.
CORDED CREPES.
Very desirable for Cushions, Curtains, etc. In Indian red, old blue and olive green, with top designs in white; 23 in. wide; for sale at cost.

750 PIECES
INDIAN CORAH SILKS,
in Oriental designs and colorings; for sale at cost.

2,000 YDS.
WHITE
JAP BROCADE SILKS,
for graduation and commencement dresses; for sale at cost.

3,000 YDS.
BLACK
JAP BROCADE SILKS,
in fifteen designs, all new; for sale at cost.



For INFANTS and CHILDREN.

Mothers, Do You Know that many so-called Soothing Syrups and most remedies for children are composed of Opium and Morphine?

Do You Know that Castoria contains no Opium, Morphine or other narcotic substance, and that it is recommended by physicians everywhere?

Do You Know that Castoria is entirely harmless, and in daily use by millions of mothers?

These Are Facts and Well Worth Knowing.

Castoria is Dr. Samuel Pitcher's prescription for Infants and Children.

Castoria is a harmless substitute for Paregoric, Drops, Soothing Syrups and Castor Oil.

Castoria destroys Worms.

Castoria allays Feverishness.

Castoria Cures Diarrhoea and Wind Colic.

Castoria relieves Teething Troubles.

Castoria cures Constipation and Flatulency.

Castoria assimilates the food, regulates the stomach and bowels, giving healthy and natural sleep.

Castoria is the Children's Panacea—the Mother's Friend.

Castoria.

"Castoria is an excellent medicine for children. Mothers have repeatedly told me of its good effect upon their children."

DR. S. G. OSGOOD, Lowell, Mass.

"The use of Castoria is so universal and its merits so well known that it seems a work of supererogation to indorse it. Few are the intelligent families who do not keep Castoria within easy reach."

CARLOS MARTIN, D. D., N. Y. City.

"I prescribe Castoria every day for children who are suffering from constipation, with better effect than I receive from any other combination of drugs."

Dr. L. O. MORGAN, South Amboy, N. J.

Castoria.

"Castoria is so well adapted to children that I recommend it as superior to any prescription known to me."

H. A. ARCHER, M. D., Brooklyn, N. Y.

"For several years I have recommended Castoria, and shall always continue to do so, as it has invariably produced beneficial results."

EDWIN F. PARDEE, M. D., New York City.

"We have three children and they 'cry for Pitcher's Castoria.' When we give one a dose the others cry for one, too. I shall always take pleasure in recommending this best child's medicine."

Rev. W. A. COOPER, Newport, Ky.

Unprincipled Druggists will try to sell you something else, promising that it is "just as good as Castoria"—all for a few pennies more profit.

Castoria Is Manufactured at the Laboratory of The Centaur Company, New York, and is put up in one-size bottles only.

If You Would Guard the health of your child see that you get CASTORIA.

A List of Its Ingredients Accompanies Every Bottle.

The Fac-Simile
Signature of

Chas. H. Pitcher

Is on Every
Wrapper.

The Fac-Simile
Signature of

Chas. H. Pitcher

Is on Every
Wrapper.

CHILDREN CRY

FOR PITCHER'S

CASTORIA.